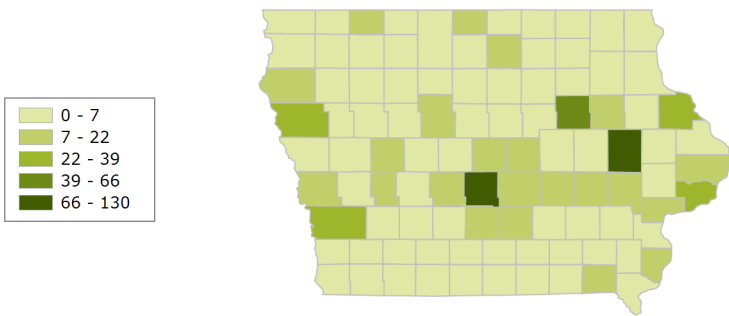


Contract dates from 7/1/2015 through 6/30/2016

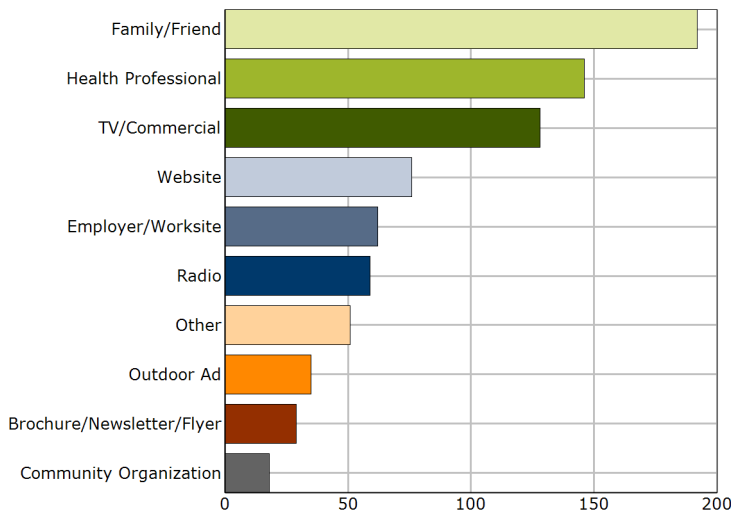
Tobacco Users Served YTD (Adults)



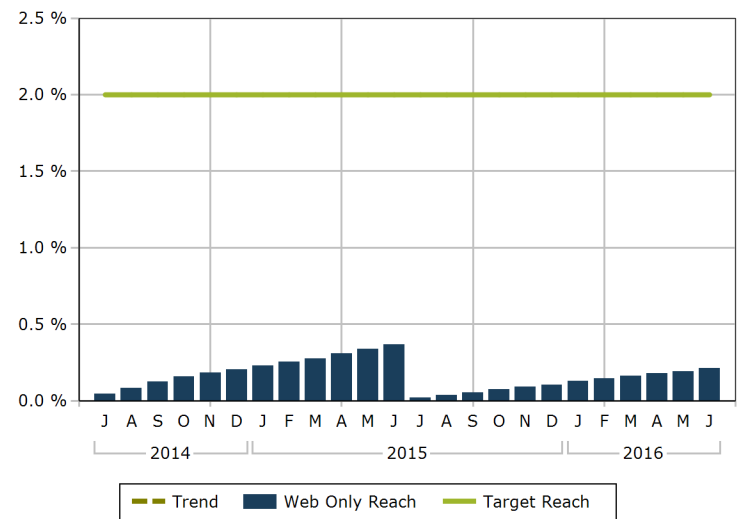
| | Population | Prevalence | Tobacco Users |
|-------|------------|------------|---------------|
| Adult | 2,324,368 | 18.5 % | 430,008 |

| | Web Only |
|-------------------|----------|
| Tobacco Users YTD | 909 |
| Target Reach | 2.0 % |
| Reach YTD | 0.21 % |
| Annualized Reach | 0.21 % |

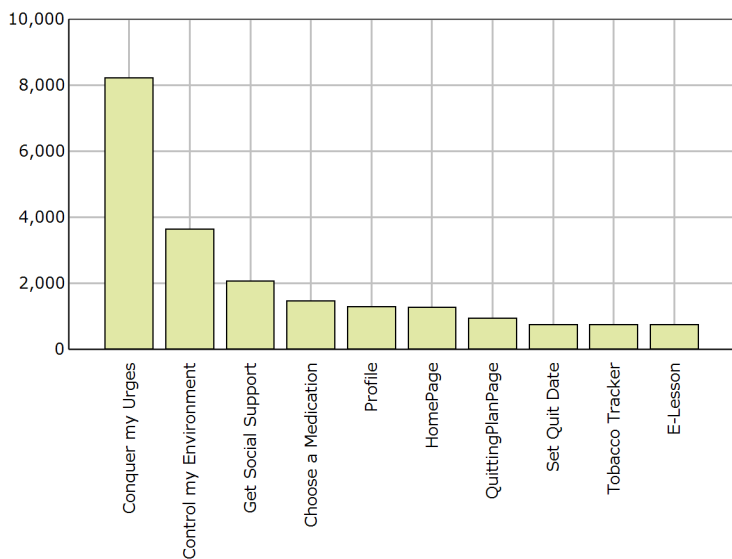
Top 10 How Heard About (Contract YTD)



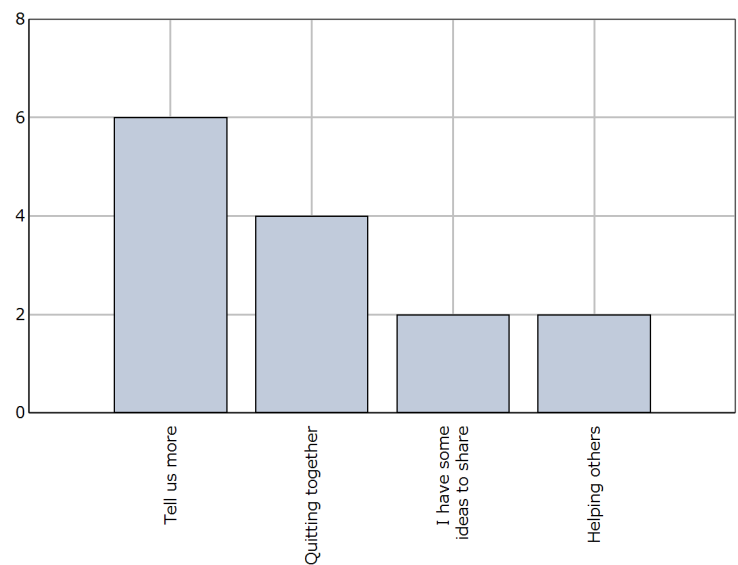
Cumulative Reach Rate



Visits to Key Support Areas (Contract YTD)



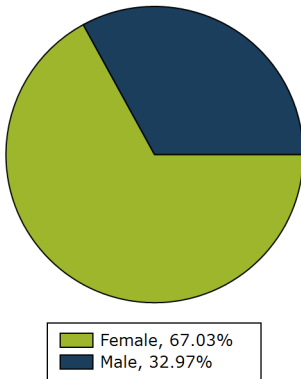
Posts by Forum Category (Contract YTD)



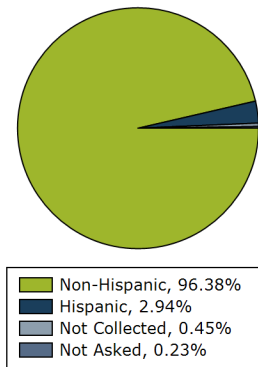
Contract dates from 7/1/2015 through 6/30/2016

Demographics (Past 6 Months)

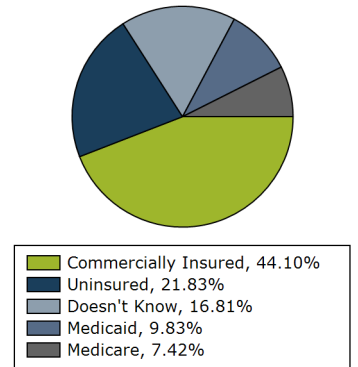
Tobacco Users By Gender



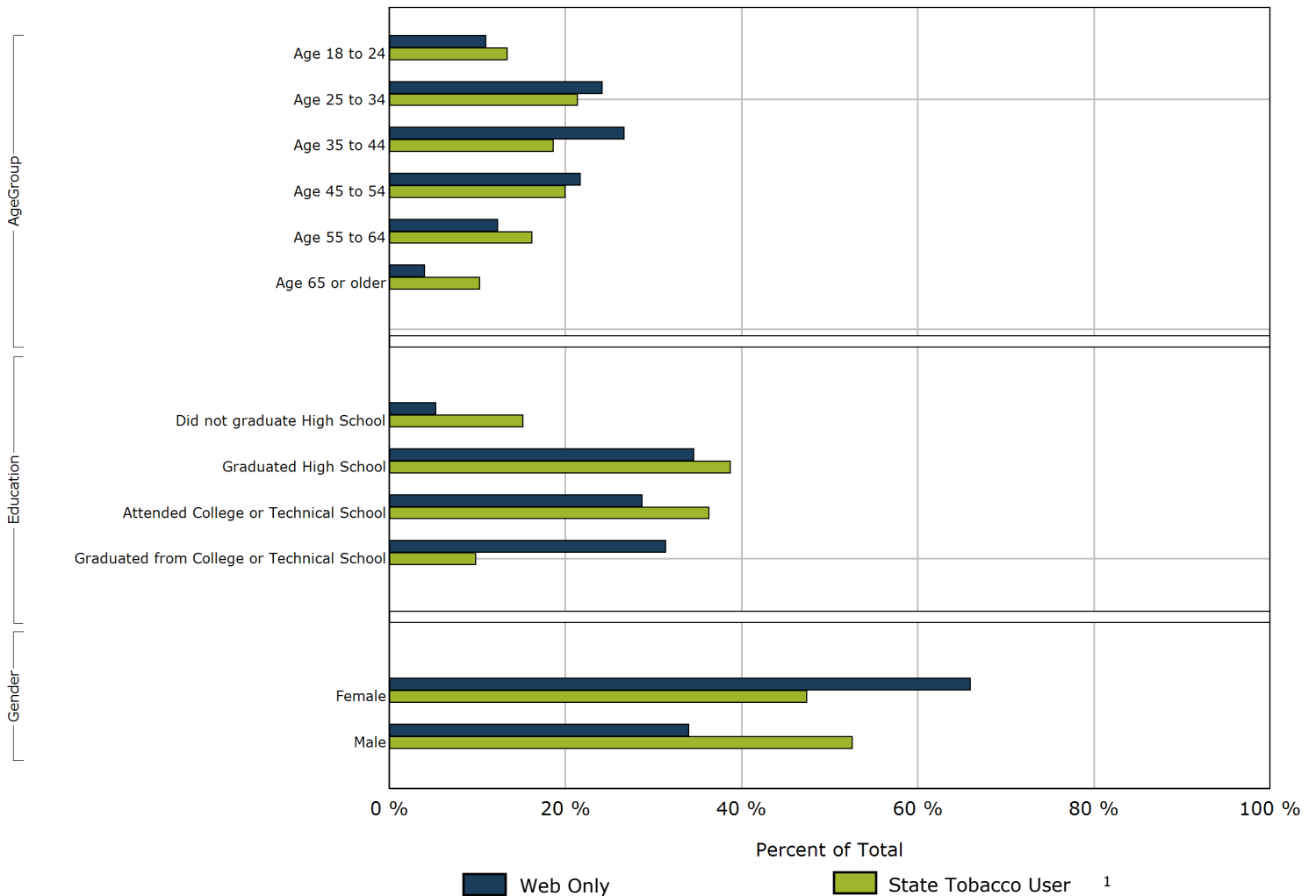
Tobacco Users By Ethnicity



Tobacco Users By Health Plan



Demographic Comparison



1. Data Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2012.